

Mitsukoshi Limited

[Department Store]

(Tokyo, Japan)



MITSUKOSHI LIMITED

ESTABLISHED 1873

TRADE



MARK

REGISTERED

THE LEADING DEPARTMENT STORE IN THE ORIENT

SURUGACHO, NISHINBASHI,

Tokyo, Japan

BRANCH STORES:
GINZA & SHINJUKU IN TOKYO
OSAKA
KOBE
KANAZAWA
TAKAMATSU
KEIJOSU
DAIREN, S. MANCHURIA
CABLE ADDRESS:
"MITSUKOSHI, TOKYO"
CODES USED:
BENTLEY'S COMP. PH. CODE
BENTLEY'S SECOND PH. CODE
A. B. C. 6th EDITION
SCHOFIELD'S ECLECTIC PHRASE

WHEN REPLYING
PLEASE REFER TO

Book DEPT.

December 1st, 1930.

To the Publishers,

Dear Sirs,

We are very glad to tell you the fact that we are one of the oldest and largest Department Stores in Japan, having been established in such remote time as you will see from this letter head.

Since our firm was reorganized as a Department Store 26 years ago, department after department having been added, the business has ever been on the increase. So far the lack of space has kept us from maintaining Foreign Book Department, although we have been carrying a complete line of Japanese books from the very inception.

The situation being aforesaid and also as an outcome of our Senior Managing Director's recent business investigation tour to Europe and America, we have decided to add the Foreign Book Department to the existing departments and shall handle all kinds of books and periodicals.

We therefore would request you to furnish us with your complete catalogues of the latest edition at once, and announcements of forthcoming books as issued, which must be sent here before your local booksellers get hold of. If possible, we hope to receive specimens &/or dummy copies of the new books when ready, and marked copies (not for sale) of the newest issue of periodicals &/or newspapers that you may publish.

In sending out same, we shall thank you to give us the best terms, discounts, rebates, and whatever allowances you are giving to the trade.

Kindly take note that in inaugurating this department of Foreign Books, we have thoroughly studied the trend of Japanese cultural development, and in getting into business relationship with your esteemed firm, we have had to study every possible facility obtainable. For we have engaged a man who, after long years' service with a certain renowned book store in our city, got thoroughly familiarized with your transactions with his erstwhile employers.

Upon receipt of your favourable reply, we shall be glad to place orders with you, the shipping instructions to be given with each order.

As to our financial standing and business integrity, you could enquire of your bankers or some firms who have dealing with Japan. And also any person in your country who once visited this land or any Japanese student in a college of your city might give you desired information.

Once started, we aspire to attain the highest result in the business as we are equipped with branches now numbering eight but some more in contemplation. Therefore we hope you will place the utmost confidence on us and cooperate with us for the best mutual advantages.

Hereby announcing our new undertaking and awaiting to hear your favourable reply by return of the mail, we remain,

Yours faithfully,
MITSUKOSHI, LIMITED,
Book Department.

December 29, 1930

Messrs. Mitsukoshi, Ltd.

Tokyo, Japan

Dear Sirs:

Responding to your circular letter of the 1st, we are pleased to enclose herewith a list of our publications. Our discount allowance to publishers and booksellers is fifteen percent. We should be glad to receive your orders which will have our careful attention.

Very truly yours,

Secretary.



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February 6th, 1931.

To the American Numismatic Society,
Broadway between 155th & 156 Sts.,
New York City.

Dear Sirs,

We thank you very much for your kind letter dated
the 29th December, 1930, and are pleased to note that you
have accepted to supply us your publications directly with
a special discount for us.

In future, we will have opportunity to order from
you for some titles given in the list received from you this
time.

Meanwhile, thanking you again, we are,

Yours faithfully,

MITSUKOSHI, LIMITED,

Y. I. Kido

Managing Director